

Music Concerts and Festivals - UK - August 2019

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“The UK music concerts and festivals market continues to grow steadily, fuelled by more events, investment from the recorded music sector and economic uncertainty prompting some Brits to substitute overseas trips in favour of UK-based leisure activities.”

- **Lauren Ryan, Leisure Analyst**

This report looks at the following areas:

- **The avoidable harm of music events**
- **Live music in the streaming era**

In an increasingly crowded market, operators need to utilise elements of the entire audience experience in order to define their brand and stay ahead of evolving consumer expectations.”

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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